

AGENDA



Recommendation for Council Action

Austin City Council	Item ID	74124	Agenda Number	15.
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Meeting Date:	9/28/2017	Department:	Austin Convention Center
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Subject

Approve a resolution adopting the Austin Convention and Visitors Bureau (doing business as Visit Austin) 2017-2018 Marketing Plan and Proposed Budget; setting the contract payment as required by the Chapter 351 of the Texas Tax Code; and authorizing the City Manager to file the approved documents with the City Clerk’s Office as required by the Texas Tax Code.

Amount and Source of Funding

Funding in the amount of \$15,345,700 is available in the Fiscal Year 2017-2018 Proposed Operating Budget for the Tourism and Promotion Fund, which is funded with a portion of Hotel Occupancy Tax (non-general fund). Additional funding from private sector revenue sources is available to Visit Austin for the remainder of its proposed Visit Austin Budget.

Fiscal Note

There is no financial impact for this item. A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	August 18, 2016, Council approved negotiation and execution of an agreement with Visit Austin.
For More Information:	Tom Noonan, President and CEO, Visit Austin, 512-583-7201; Mark Tester, Director, Austin Convention Center Department, 512-404-4040.
Council Committee, Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

This action approves the 2017-2018 Visit Austin Marketing Plan and Proposed Budget for Fiscal Year 2017-2018 and sets the City’s contract payment in an estimated amount of \$14,800,000. Upon approval of this resolution, the Austin Convention and Visitor’s Bureau (doing business as Visit Austin) contract will incorporate the newly approved Visit Austin Marketing Plan and Budget. By including the documents set out below with this request for council action, these documents are also filed with the City Clerk as required by Section 351.108 of the Texas Tax Code.

The budget and plan include the payment of up to \$1,200,000 as a one-time allocation for security for the Spring Festival season events. This payment will be made by Visit Austin to the City from available allowable sources of funding in order to assist the City in securing tourists and convention delegates during events occurring during this time.

Additionally, the budget and plan include \$250,000 allocated from Hotel Occupancy Taxes to fund the historic preservation grants for one grant cycle.

The budget and plan were reduced by \$2,000,000 to fund historic restoration projects as authorized by the Texas Tax Code Chapter 351.

ATTACHMENTS:

- 2017-2018 Visit Austin Marketing Plan

2. Proposed Fiscal Year 2017-2018 Budget for Visit Austin
3. 2017-2018 Tourism and Promotion Fund Summary